

Attachment B

Draft Corridor Atlas

CORONA DEL MAR COMMERCIAL CORRIDOR STUDY

Corridor Atlas

DRAFT
October 2025



ACKNOWLEDGMENTS

The City of Newport Beach acknowledges the collaboration and leadership of Mayor Pro Tem Kleiman, Assistant City Manager Seimone Jurjis, and Deputy Director of Public Works Jim Houlihan in the development of the Corona del Mar Land Use and Mobility Study. The City also extends its appreciation to the Corona del Mar Chamber of Commerce, the Corona del Mar Residents' Association, the corridor's businesses, property owners, and Corona del Mar residents, whose input and engagement in the planning process informed the Corridor Atlas and the associated actions for supporting a more walkable and vibrant corridor.

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INTRODUCTION



This section provides an overview of the Study, including its purpose, objectives, and planning process.

ABOUT THE STUDY

In Summer 2024, the City launched a comprehensive Land Use and Mobility Study (Study) to identify opportunities to enhance and improve the Corona del Mar (CdM) commercial corridor. The CdM commercial corridor (Project Area) spans approximately 1.27 miles from Avocado Avenue to Hazel Avenue. The culmination of the Study is this Corridor Atlas which provides zoning, parking, and infrastructure recommendations for implementation to support a successful, vibrant, lively, walkable and connected “main street” destination.

The Study takes a targeted approach, addressing challenges identified along the corridor based on key findings from the analyses and community outreach, while building on what is already working successfully along the corridor.

STUDY BACKGROUND

Over the past two decades, several efforts and studies have shaped the CdM corridor into its current condition, such as:

- 1997** The CdM Business Improvement District (BID) was established to fund activities and programs benefiting member businesses located and operating within the area.
- 2004** East Coast Highway was relinquished from Caltrans and the CdM BID developed the Vision Plan 2004 for the corridor, setting the foundation for physical improvements to the corridor.
- 2006** Many elements of the Vision Plan were implemented, including the landscaped medians, sidewalk landscaping, streetscape furniture, and the addition of the town center and clock tower.
- 2021** The CdM BID was disestablished. Responsibility for maintaining landscaping along the corridor was transferred to the City’s Public Works Department. In addition, a separate parking study was initiated to explore opportunities and strategies for implementing parking policies for CdM.
- 2024** This current Study was initiated to address the limited private investment within the corridor, which has been hindered by outdated land use regulations, limitations with development standards, and high parking requirements.

Figure 1: Project Area



STUDY OBJECTIVES

1

Develop zoning regulations unique to CdM.

The City will develop tailored land use regulations and development standards specific to the Project Area, supporting a vibrant corridor with high quality development.

2

Remove barriers to investment.

The City will identify regulatory barriers that limit development and reinvestment, with the goal of attracting businesses with active uses and helping existing businesses thrive.

3

Implement parking solutions that balance all users.

The City will identify parking strategies that balance the needs of visitors, employees, business owners, and residents while reducing the burden on individual businesses. The Study will consider opportunities to enhance access to existing parking lots, identify potential sites for new parking facilities, and explore new technologies that can assist in parking management.

4

Enhance walkability & safety.

The City will identify opportunities to promote walkability and cycling. Enhancement would focus on improving safety, encouraging foot traffic, and supporting a more connected and accessible corridor.

5

Determine feasibility of redevelopment opportunities.

The City will study the feasibility of integrating new uses and other development, while preserving existing character of CdM. This includes exploring various types of development and expanding outdoor dining areas that contribute to a lively and engaging main street.

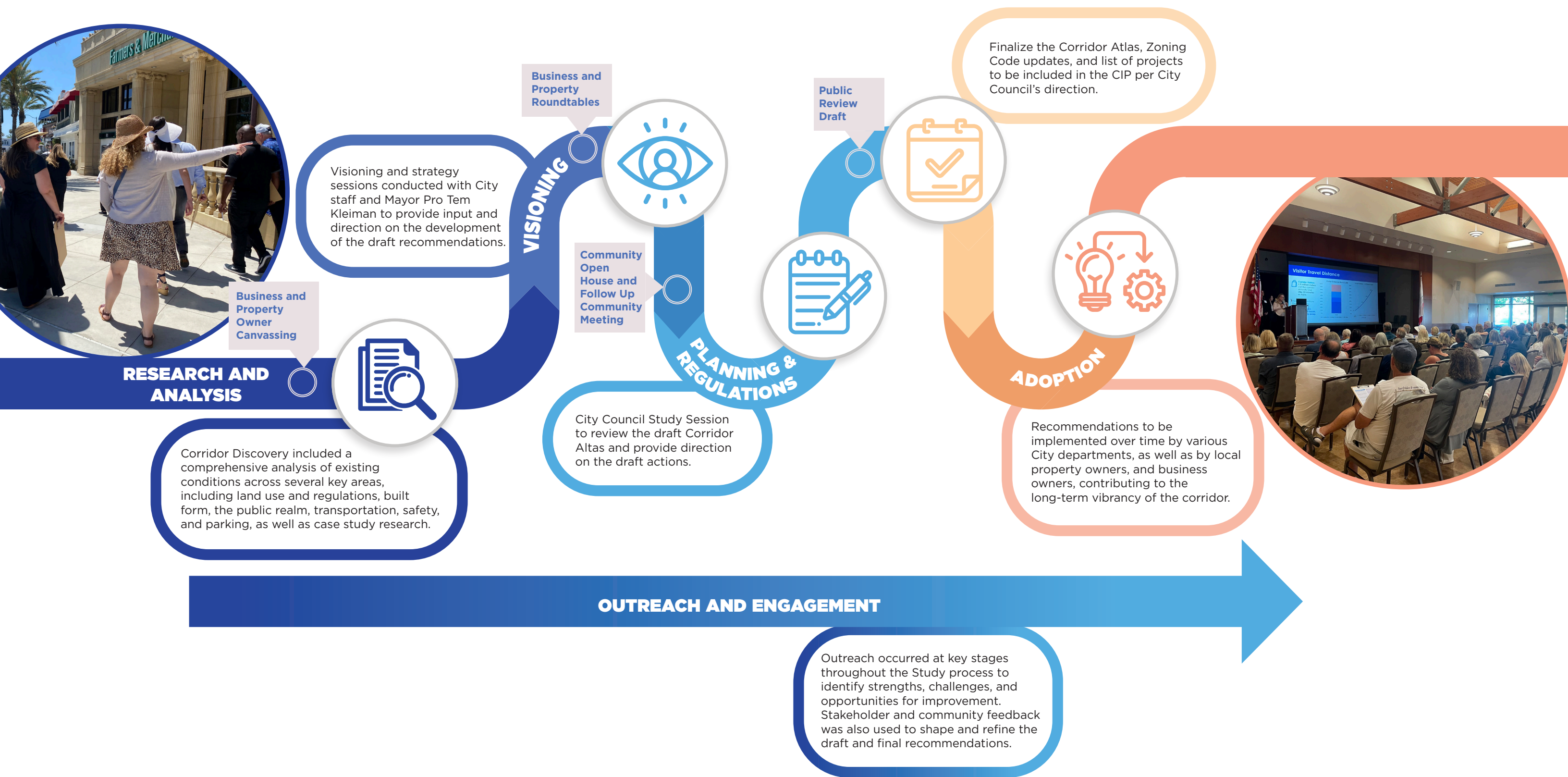


Corona del Mar, California
Est. 1904

ANDREW M. PHILLIPS FAMILY

ANDREW M. PHILLIPS
1904-1984
Born in Corona del Mar, California
Andrew M. Phillips was a prominent
businessman and community leader.
He served as the Mayor of Corona del Mar
from 1968 to 1972 and was a member of
the Board of Directors of the Corona del Mar
Community Association. He was also a
member of the Board of Directors of the
Corona del Mar Chamber of Commerce.
He was a devoted family man and a
passionate supporter of the community.
He is survived by his wife, Mary, and
their children, Andrew, Michael, and
Elizabeth.

STUDY PROCESS DIAGRAM



2

KEY FINDINGS FROM THE STUDY



This section provides key findings from the corridor discovery phase, which evaluated existing conditions including observations and opportunities for the corridor that set the stage for recommendations.

2.1 CORRIDOR VISITORS

What We Studied

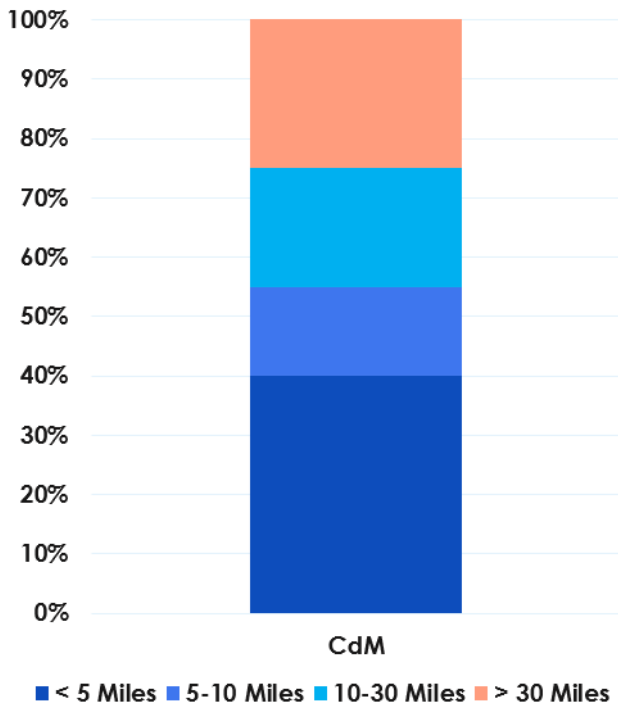
Corridor visitation patterns, including number of visitors, frequency, and their socio-economic make-up, including income and age. In addition, existing business mix was analyzed.



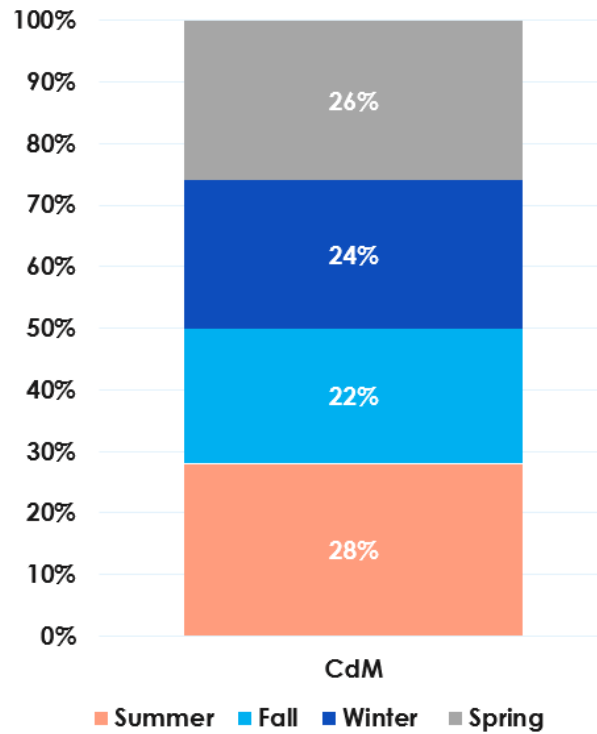
KEY FINDINGS

- Corridor visitors include **2.9 million annual visitors who stay 30 minutes or more.**
- **Most visitors are from Corona del Mar, Newport Beach, nearby coastal or adjacent cities, and the broader Orange County area.** 40% of visitors are Newport Beach locals, less than 5 miles away.
- **Average household income of the captured market is \$153,100 and median age is 38 years.**
- **Visitors come to the corridor year-round, primarily during the daytime hours with weekday and weekend visits at a similar rate.** CdM attracts visitors year-round with roughly half of visitors (49%) coming during the weekdays and the remaining half (51%) during the weekends. Visitors primarily use the corridor during the daytime (10am-5pm) (55%).
- **The majority of food and beverage businesses along the corridor are independently owned.** Roughly 70% of food and beverage businesses along the corridor are independent, versus chain operated business, which provides unique character and creates a sense of place.

Visitor Distance from CdM



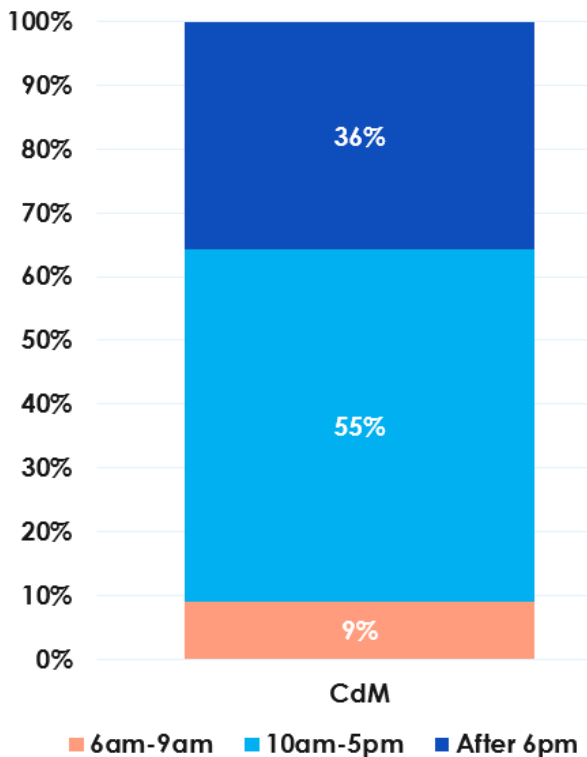
Season of Visitation



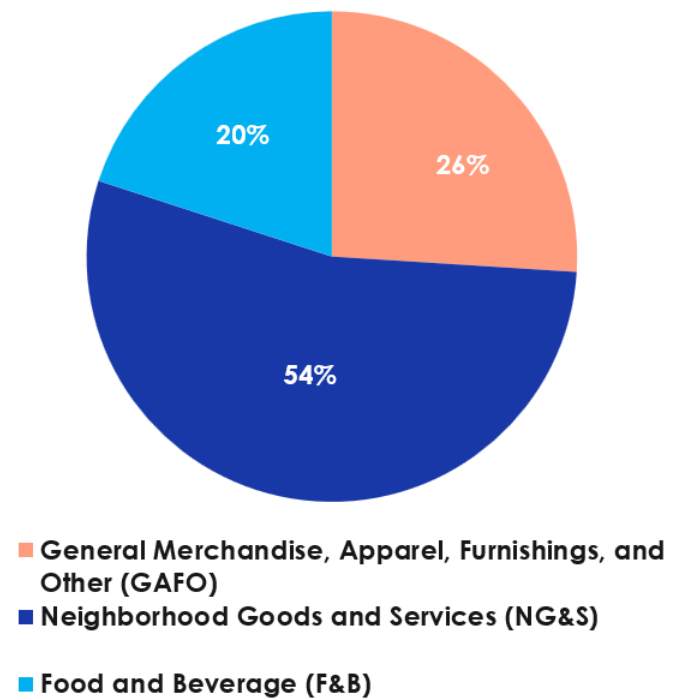
Most visitors to the corridor are locals from Corona del Mar and Newport Beach

The corridor has visitors year-round, with a slight increase during the summer months

Time of Visitation



Percent of Businesses by Type



Visitors primarily use the corridor during the daytime hours (10 am-5 pm)

Over half of business types along the corridor are neighborhood goods and service, which includes offices, salons, and gyms

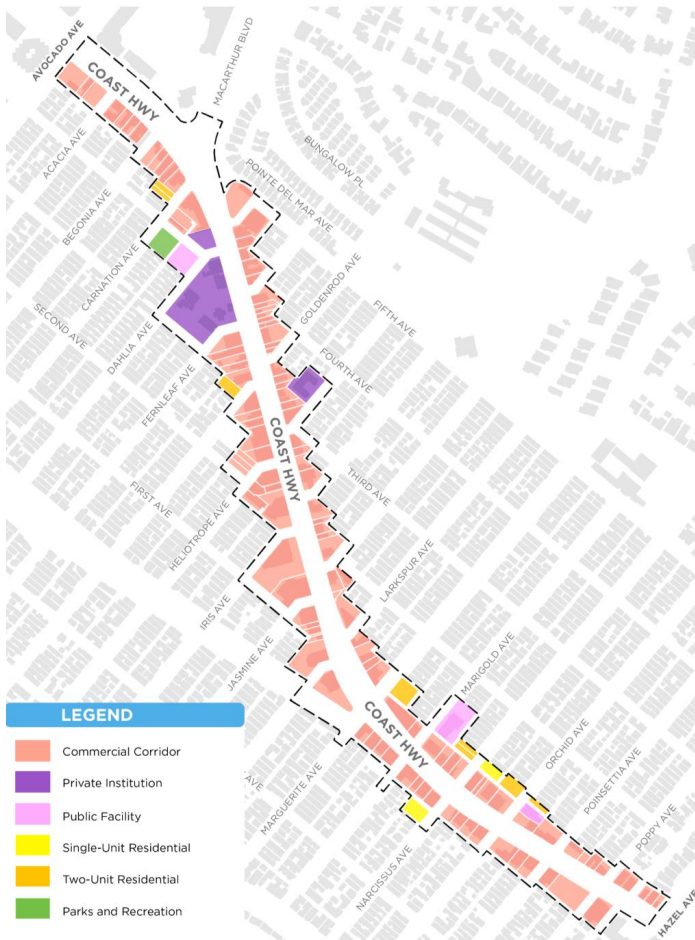
2.2 REGULATORY SETTING

What We Studied

A high-level review of the regulatory context for the Project Area based on the City's General Plan Land Use Element and Title 20 Planning and Zoning of the City's Municipal Code. This regulatory review was conducted to better understand existing land use permissions and development regulations for properties along the corridor.

KEY FINDINGS

- **General Plan Context.** The Project Area is part of the Village of Corona del Mar, which is one of several villages within Newport Beach, each with their own distinct residential and commercial character.
- **General Plan Land Use Designations.** Most of the Project Area is designated as Corridor Commercial (CC). Land uses within the CC designation are intended to provide a range of neighborhood-serving retail and service uses along street frontages that are located and designed to foster pedestrian activity. Limited parcels in the Project Area are designated as Private Institution, Public Facility, Two-Unit Residential, Single-Unit Residential, and Parks and Recreation.
- **Regulated Intensity.** Maximum intensity for the CC designation is a floor area ratio (FAR) of 0.75.
- **Zoning Designations.** Most of the Project Area is designated as Commercial Corridor (CC). Limited parcels are designated as Private Institution, Public Facility, Two-Unit Residential, Single-Unit Residential, and Planned Community. A wide variety of land uses are permitted in the CC zone, including retail uses, service uses, recreation, education, and public assembly uses, and vehicle service uses.
- **Lack of Design Standards.** The CC zoning district does not include design standards for development which help to shape building character and features.
- **Building Height.** Regulated building height in the Project Area is 32 feet (flat roof)/37 feet (sloped roof) outside of the Shoreline Height Limit Zone and 26 feet (flat roof)/31 feet (sloped roof) within the Shoreline Height Limit Zone, which correlated with the Coastal Zone Boundary.
- **Parking Requirements.** Minimum parking requirements are established on a citywide basis by land use. Minimum requirements for commercial retail uses are largely burdensome given the lot sizes and shapes in the Project Area.



Most of the Project Area is designated as Commercial Corridor per the City's General Plan intended to provide a range of neighborhood-serving retail and service uses

Most of the Project Area is designated as Commercial Corridor which is a zoning designation that is also applied to Old Newport Boulevard



A wide variety of land uses are permitted in the CC zone, including retail uses, service uses, recreation, education, and public assembly uses, and vehicle service uses

2.3 BUILT ENVIRONMENT

What We Studied

Existing physical conditions that were analyzed along the corridor included development patterns, observed building height, parcel characteristics, observed ground floor uses, and building façade activation.



KEY FINDINGS

- **Small parcel sizes and building footprints** are the most prevalent development patterns along the corridor, which supports smaller format users.
- **Continuous building edges are present** along various segments of Coast Highway; however, several areas with surface parking lots fronting the corridor disrupt the building edge.
- **Two City-owned parking lots are available along the corridor** – Old School Park Lot and Bayside Drive Lot – which are located to the rear of parcels which front Coast Highway.
- **Existing development is not reaching development potential.** Most existing buildings along the corridor are a single story, with some instances of two-story and three-story buildings (e.g., the Port Plaza and New Port Theater). However, there is opportunity to build approximately up to three stories north of Coast Highway and two stories south of Coast Highway.
- **Average parcel sizes along the corridor are small and many are irregular in shape**, both of which can make redevelopment challenging.
- **Existing ground floor uses are predominately commercial, with a focus on neighborhood goods and services** (e.g. banks, salons, fitness, etc.) (54%). While these services support the needs of CdM residents, they do not encourage longer stays and draw larger audiences. Food and beverage use types that can activate the area beyond 9-5 make up the lowest percentage of retail uses (26%).
- **Building façade activation varies along the corridor, with most facades characterized by dull and/or inactive features**, such as little to no transparency and uniform facades with little to no detail.



Small parcel sizes and building footprints are the most prevalent development patterns along the corridor



The most common observed ground floor use is commercial, with a focus on neighborhood goods & services



Building facade activation varies along the corridor, with some vibrant facades characterized by lots of character, high transparency and facade details, however most facades are characterized by dull and/or inactive features

2.4 PUBLIC REALM

What We Studied

Public realm elements that were analyzed along the corridor included outdoor dining, benches, public art, plazas, lighting, and landscaping, as well as community programming within the public realm.

KEY FINDINGS

- **Existing CdM street branding elements** include bicycle racks, benches, and trash cans that use a green color palette representing the CdM brand. There is an opportunity to increase the street branding for CdM and assist people walking through pedestrian wayfinding elements, such as at bookend entrances and at main intersections, such as Marguerite/Coast Highway.
- **Outdoor dining along the corridor is present, but not widespread.** Outdoor dining is configured as patio dining within private property, dining within private property setbacks, and dining along the sidewalk. There is opportunity to increase the presence of outdoor dining which adds vibrancy to a corridor.
- **Some instances of existing sidewalk dining create conflicts along the corridor due to limited sidewalk space availability.** Some existing sidewalk dining is either not permitted or out of compliance with the Citywide Sidewalk Café Standards. There is opportunity to explore enforcing the Citywide Sidewalk Café Standards encroachment permit program to ensure safe, pedestrian through traffic within an organized environment.
- **Recurring community programming along the corridor includes events hosted by the City and local organizations.** Examples include CdM Farmers Market within the surface parking lot at the intersection of Coast Highway and Marguerite Avenue, Monthly 3rd Thursdays, and the CdM Fall Fest hosted by the Corona del Mar Chamber of Commerce.
- **Pedestrian entrance to the corridor lacks wayfinding elements and art.** There is opportunity to work with property owners and City Arts Commission to facilitate more artistic elements, including sculptures, utility box art and murals along the corridor.
- **Centennial Bench, one of CdM's public art pieces, and the clock tower frames the corner plaza.** There is opportunity to activate plaza with a pop-up vendor or rotating art.
- **The Port (New Port) Theater serves as a local destination for public screenings and private events.** There is opportunity to integrate food and beverage uses on the ground floor of the theater or surrounding the theater to serve evening users.



Outdoor dining along the corridor is configured as patio dining within private property and dining along the sidewalk, as shown above



Existing CdM street branding elements include bicycle racks, benches, and trash cans that use a green color palette



Centennial Bench and the clock tower frames the corner plaza at Marguerite Avenue and Coast Highway

2.5 MOBILITY, SAFETY AND PARKING

What We Studied

Existing mobility and safety conditions along the corridor, including pedestrian and bike infrastructure, transit routes, pedestrian facilities and parking supply and demand. Collision analyses were conducted

at each intersection along the corridor to better understand collision factors at key intersections and identify opportunities for safety improvements. In addition, strategies to promote non-vehicular trips to and from the corridor were studied to identify opportunities for a holistic approach to mobility.

KEY FINDINGS

- **Pedestrian Facilities.** The corridor has 12 marked crossings with the longest distance being a ¼ gap or a 5-mile walk between MacArthur Boulevard and Goldenrod Avenue and limited midblock crossings. There is an opportunity to improve existing crossings by adding high visibility markings, and exploring the opportunities for new high visibility crosswalks, advanced stop bars or decorative bulb-outs to increase pedestrian visibility and safety.
- **Bicycle Facilities.** Coast Highway includes an existing Class III which includes sharrow markings, which converts to a Class II bike lane near MacArthur Boulevard. Opportunities for upgrading existing bike facilities on Avocado Avenue, Marguerite Avenue, and Bayside Drive were identified to support non-vehicular trips to the corridor.
- **Traffic Safety Improvements.** Over a quarter of collisions are due to unsafe speeds, followed by vehicle right-of-way violations, improper turning, driving/bicycling under the influence, and unsafe lane changes. Opportunities to incorporate solutions for different intersections, including protected left-turn phasing and LED “left turns yield to pedestrians” signs, based on collision types.
- **Public Transit.** The corridor is served by OCTA Route 1, providing service from 6 AM to 10 PM on weekdays and 7 AM to 9 PM on weekends, with an average of 1-hour headways. There are opportunities to provide both public trolley service and employee shuttle program along the corridor to address parking demand along the corridor.
- **Neighborhood Electric Vehicles (NEVs).** Existing slow speed streets of 35 miles an hour or less such as Goldenrod, Avenue, Marguerite Avenue, or Bayside Drive can support Neighborhood Electric Vehicles (NEVs). On-street NEV parking allows for more vehicles and additional space for other micro-mobility vehicles.
- **Suite of Parking Strategies.** According to a Parking Study conducted as a separate effort to this CdM Study, there are a total of 522 on-street parking spaces, 970 private, off-street parking spaces, and 134 spaces available in public City lots. There is an opportunity to better manage the existing parking supply for the corridor through a variety of strategies, such as signage and technologies, and parking management, such as leasing private parking lots to increase public parking supply.



Existing Class III bicycle facility with sharrow pavement markings along Coast Highway



Existing standard crosswalk at the intersection of Goldenrod Avenue and Coast Highway



OCTA Route 1 bus stop located at the corner of Orchid and Coast Highway

2.7 CASE STUDIES

What We Studied

Three successful main streets were selected as case studies, based on their success factors across four broad categories - Land Use Mix and Tenanting, Economic Development, Mobility and Parking, and Public Realm and Programming. To ensure applicability to this Study, the case

studies shared similar characteristics to the corridor, including within Southern California and the Coastal Zone, no more than a mile in length, and generally under three stories in building height.

The case studies included 2nd Street in Belmont Shore of Long Beach, the Main Street in Santa Monica, and the Coast Highway in Laguna Beach.

KEY FINDINGS

- **Unique and independent businesses create a distinctive identity** that attract both local and regional visitors by creating authentic experiences. These businesses also respond quickly to local trends and consumer demands, keeping the district dynamic and relevant.
- **Importance of active uses, like restaurants and entertainment to support extended dwell time and pedestrian activity.** These uses generate vibrancy by encouraging visitors to stay longer on the corridor while also meeting everyday needs. Active frontages also enhance streetscape activity, foster social interaction, and strengthen the identity of a district.
- **Evening uses, such as restaurants, wine bars, and tasting rooms increase foot traffic along the corridor and are essential to the success of main streets** as they extend operating hours in the area and create a vibrant atmosphere. By attracting more visitors in the evenings between 6 PM to 10 PM, these uses increase foot traffic, which benefits nearby businesses.
- **Local business support** through a Chamber of Commerce or Business Improvement District (BID) plays a vital role in the success of shopping and entertainment districts by providing marketing, programming, and funding.
- **Place-based land use and zoning regulations** to promote active, local-serving pedestrian-oriented corridors. Design and development standards that support human-scale design including street facing façades, outdoor dining, and parking, Floor Area Ratio (FAR), and other incentives to support context specific development.
- **Enhanced pedestrian experience through improved safety and streetscape improvements**, including outdoor dining, wayfinding, branding, landscaping, etc., is key to creating a walkable corridor while also reinforcing corridor branding.
- **A suite of parking and mobility strategies** to address parking demand and supply challenges, including integrating technology to offer real-time parking availability, demand pricing, and enforcement to ensure the efficient use of available parking spaces. In addition, providing safe and active transportation connections and free trolley services along corridors further reduces reliance on private vehicle trips to the corridor.



2nd Street in Belmont Shore is home to several local restaurants, cafes, and retailers



Main Street in Santa Monica is managed by the Main Street Business Improvement Association (MSBIA), which is responsible for promoting and marketing the corridor, along with fostering partnerships with among businesses, city governmental, and neighborhood associations



In addition to a free trolley service that operates along Coast Highway, the City of Laguna Beach offers a free parking app that provides real-time parking availability and mobile payment options

2.8 DEVELOPMENT FEASIBILITY

What We Studied

A development feasibility analysis for potential new development opportunities along the corridor. The development feasibility studies applied existing regulations for the CC zone, such as parking, building height, and Floor Area

Ratio (FAR) to three test sites to uncover physical and regulatory barriers that impact financial feasibility for future development. The analysis applied a variety of common commercial and mixed-use building typologies that can physically fit on the sites and are appropriate for a main street.

KEY FINDINGS

- **Non-standard lots are prevalent in the Project Area, making conventional building typologies not feasible.**

Lots in the Project Area are either irregular in shape (non-rectilinear) or shallow in depth. These non-standard lot conditions disallow conventional building typologies to adequately fit on a site, such as podium or subterranean parking alongside commercial at the ground level. These challenges can be overcome by lot consolidation to increase overall site area and dimensions and/or use of non-conventional building typologies, such as angled parking or half-bays of standard parking. While the use of non-conventional building typologies is possible, it decreases space efficiencies which may increase development costs.

- **Parking minimums are high, further restricting development feasibility.**

Coupled with site irregularity, existing parking minimums further constrain the use of available land. Project Area sites are generally unable to achieve existing parking requirements. This challenge may be overcome by relaxing

parking minimums in the Project Area and exploring creative parking management strategies, such as shared parking, managed valet parking, and others.

- **Structured parking is not feasible for low scale development along the corridor.**

In order to meet the City's parking requirements, structured parking would be the most physically efficient due to the lot sizes along the corridor. However, structured parking is most financially feasible for development projects of a higher intensity, which is not appropriate for the existing built environment.

- **Mixed-use development is more challenging from a financial feasibility standpoint.**

Given the high value of existing commercial development, along with smaller irregular sized parcels, it will be difficult to redevelop mixed-use housing along the corridor, particularly due to height restrictions and the related limits on overall development capacity.



3

OUTREACH AND ENGAGEMENT



This section highlights the touch points with business and property owners along the corridor, as well as the broader community.

OVERVIEW OF THE PLANNING AND OUTREACH PROCESS

Outreach was conducted at multiple stages of the planning process to better understand the corridor’s existing strengths, challenges, and opportunities for improvement. The feedback gathered helped inform, review, and refine the draft recommendations to ensure they reflect the needs and priorities of the business and property owners along the corridor, as well as the broader community.

3.1 STAKEHOLDER OUTREACH

BUSINESS AND PROPERTY OWNER CANVASSING

Business canvassing along the corridor was conducted on December 5th, 2024, and engaged a total of 42 business owners, managers, and property owners. 19 businesses were interviewed and provided input on the corridor’s strengths, challenges and opportunities for improvement.

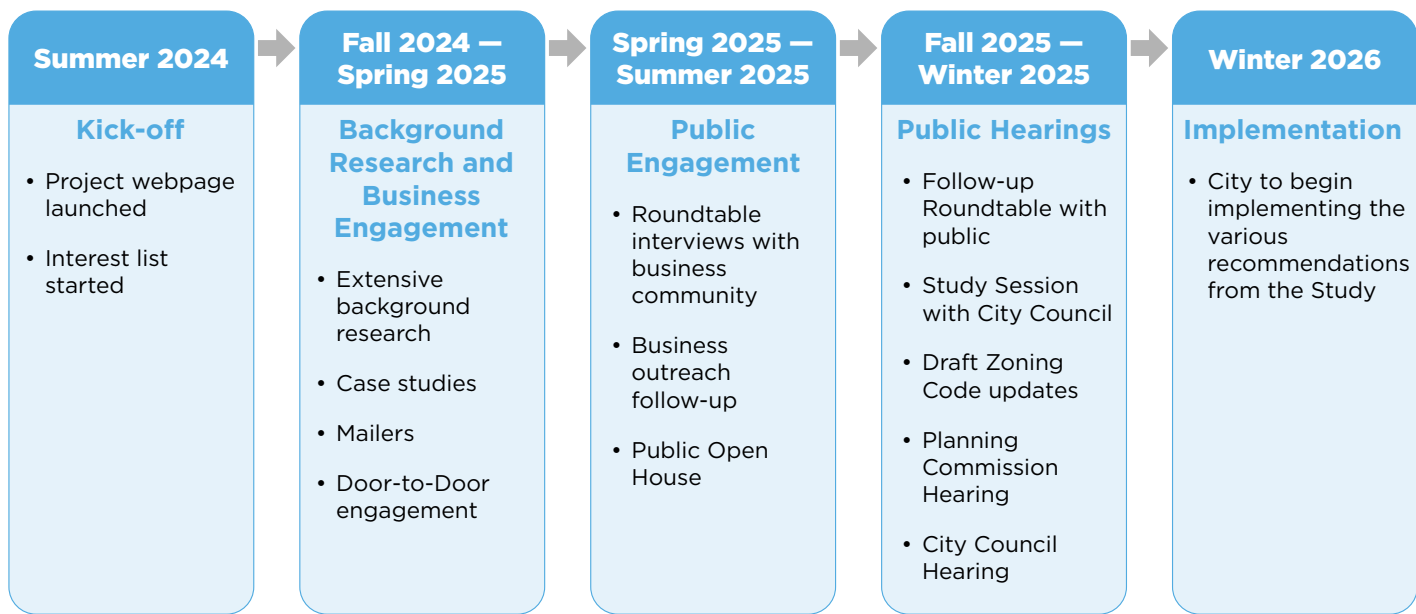
Businesses highlighted the corridor’s location as its key strength, noting that its

visibility and proximity to CdM residents help to attract local customers. Existing challenges identified by businesses included a perceived shortage of parking, such as limited street parking for employees and short time limits, as well as traffic-related safety concerns, such as speeding vehicles and blind corners that compromise pedestrian safety and contribute to traffic accidents.

Business expressed interest in developing an employee-designated parking program, introducing a trolley service for the corridor, as well as street beautification elements and pedestrian safety elements, including additional landscaping, bike racks, more crosswalks, better signage and signal timing. There was also strong interest in revisiting zoning regulations to expand outdoor dining opportunities.

BUSINESS AND PROPERTY OWNER ROUNDTABLES

Roundtable discussions were conducted on February 24, 2025 and February 26,





Business and property owners participate in a roundtable discussion on February 24th, 2024

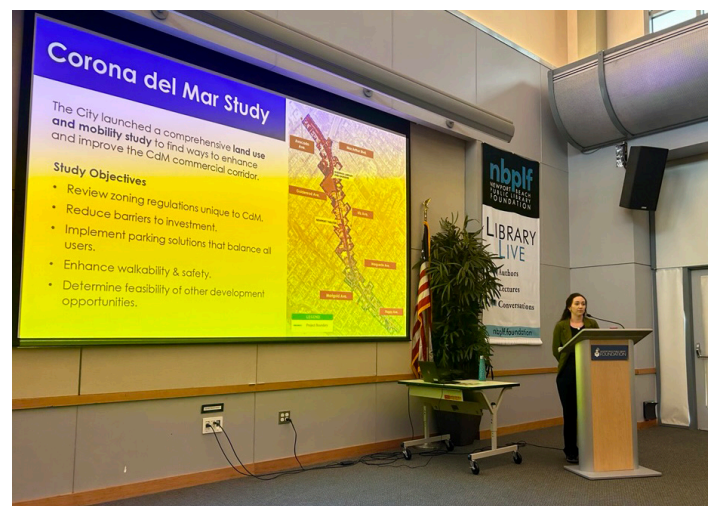
2025, engaging 14 commercial business and property owners/operators from the corridor. The roundtable discussions provided an opportunity for participants to share their perspectives on the corridor's current strengths, challenges, and areas of opportunity along the corridor.

Participants highlighted the corridor's unique identity, strong local customer base, and existing walkability. They also raised concerns about ongoing challenges such as limited parking availability, traffic and pedestrian safety issues, and regulatory barriers, such as lengthy permitting processes for new businesses or uses.

Several opportunities were identified to enhance the corridor, such as improving connectivity through increased wayfinding and signage, street lighting, landscaping, seating, and the integration of pedestrian-only areas. Businesses also emphasized the importance of uplifting the corridor's identity through thoughtful building design and enhancements to the streetscape.

A follow-up roundtable with business and property owners/operators from the corridor was conducted on July 29, 2025.

The purpose was to share key insights from the February roundtables and to present draft recommendations from the Study for feedback and refinement ahead of the CdM Community Open House. A total of 15 business and property owners/operators from the corridor attended. Attendees received a feedback form to provide input on the actions. Based on this input, the goals and actions for the Study were revised and refined for the CdM Community Open House.



Business and property roundtable in July 2025 to present draft recommendations for the corridor



City staff and consultant presenting on the corridor study snapshot for community participants

3.2 COMMUNITY OPEN HOUSE

The City hosted a community open house on August 12th, 2025 with a total of 77 Corona del Mar residents, as well as business and property owners from the along the corridor in attendance. The purpose of the open house was to share a snapshot of the corridor background research and Study findings, and to solicit feedback on the draft goals and actions developed for the corridor. More than 50 participants provided feedback on the draft goals and actions to enhance and improve the corridor, including their level of support for each action.

Participants expressed support for:

Zoning Changes: Adjusting zoning requirements to promote preferred land uses, such as active uses that support

pedestrian activity and longer stays on the corridor, and establishing specific standards for new development to enhance the pedestrian experience and promote investment along the corridor.

Increasing Parking Availability: Expanding the City's trolley program to the corridor, dynamic wayfinding and signage to increase access to public and private parking facilities, an employee shuttle program, and leasing private parking lots to increase public parking supply.

Improved Safety and Corridor Accessibility: Installing infrastructure to promote pedestrian activity and safety along the corridor, and targeted improvements at key intersections.

Enhancing Identity: Creating opportunities outdoor dining and corridor branding,

such as wayfinding and signage, as well as advertising for corridor events and programming.

Participants also expressed concerns related to pedestrian safety, loss of certain services they enjoy along the corridor, and overall change.

The City conducted a follow-up meeting on October 7th, 2025 to share refined actions based on feedback received during the August 12th community open house. In addition, the City presented next steps for the Study, including the Council Study Session.



The community expressed support for additional corridor branding to build upon existing unique corridor features, such as the dolphin topiaries in Coast Highway's median along the corridor

4

**GOALS,
STRATEGIES,
ACTIONS**



This section outlines current and future actions to meet goals for the corridor.

SUMMARY OF GOALS

Goal 1

Promote a Pedestrian Friendly and Vibrant Corridor that Supports High Quality Development and Investment.

Enhance the corridor with active uses to complement existing legacy businesses and support high quality building design. Incentivize active land uses and consider increasing development potential.

Goal 2

Increase Parking Availability and Accessibility Along the Corridor, and Enhance Corridor Navigability

Improve parking supply and provide greater access and wayfinding to parking along the corridor.



Goal 3

Ensure Safe, Accessible, and Efficient Mobility for All Users — Regardless of Mode — Along the Corridor

Facilitate safer connections and travel options for all modes along Pacific Coast Highway and to/from the corridor.

Goal 4

Develop a Clear Identity for the Corridor and Create a Sense of Place

Promote an active and well managed sidewalk environment; consider facilitating opportunities for wider sidewalks; encourage visitors and residents to come to the corridor; encourage reuse of historical features and signage.

GOAL #1: Promote a Pedestrian Friendly and Vibrant Corridor that Supports High Quality Development and Investment

STRATEGY: Enhance the corridor with active uses to complement existing legacy businesses and support high quality building design. Incentivize active land uses and consider increasing development potential.

RECOMMENDED ACTIONS

1

Action 1: Adjust zoning requirements to promote preferred land uses, including outdoor dining on private property.

Preserve existing land use permissions along the corridor for businesses that support an active main street and support the CdM community. Opportunities to attract more residents and visitors can be achieved through promoting preferred land uses which encourage pedestrian foot traffic throughout the day, such as restaurants, cafes, tasting rooms, and uses with operations extending between 6 PM to 10 PM. Regulatory barriers to these preferred uses can be removed through reducing permitting requirements, making it easier to open a business. For example, fast casual restaurants with no alcohol sales and restaurants with no late hours should be permitted without Planning Commission review. In addition, tasting rooms can be permitted as an accessory use to retail, subject to required standards. Outdoor dining on private property can also be permitted for those uses that operate during daytime hours or subject to Director Level approval for those uses that operate in evenings. An excerpt of the recommended land use table is provided as part of this Atlas.

2

Action 2: Create tailored development standards unique to CdM that modify parking requirements for preferred land uses and incentivize lot consolidation.

Promote new development and investment along the corridor through zoning code updates to help sites reach their development potential. Updates may include reduced parking requirements for preferred land uses and/or smaller infill development projects. Encourage consolidation of lots through incentives, such as increased Floor Area Ratio (FAR) to promote the assemblage of smaller lots into larger lots that can be developed more efficiently.



GOAL #1: Promote a Pedestrian Friendly and Vibrant Corridor that Supports High Quality Development and Investment

STRATEGY: Enhance the corridor with active uses to complement existing legacy businesses and support high quality building design. Incentivize active land uses and consider increasing development potential.

RECOMMENDED ACTIONS

3

Action 3: Establish objective design standards for new development or significant remodels to enhance the pedestrian experience.

Create design standards that aim to enhance the pedestrian experience and facilitate well-designed buildings along the corridor, regardless of their land use. Requirements will provide a minimum standard of design while allowing for design flexibility and creativity; examples may include transparent ground floors, entries from the sidewalk, and pedestrian lighting. Standards will be objective to provide clear and consistent requirements for new development or existing buildings that would like to undergo significant remodels.

4

Action 4: Prohibit future development of land uses that are not compatible with an active, pedestrian-oriented corridor while allowing existing businesses to continue operating.

Land uses that are currently permitted along the corridor but are not appropriate for a walkable main street are those that are auto-centric, such as drive-thru facilities, vehicle/equipment repair, and automobile washing/detailing. These uses create safety concerns, such as fragmented sidewalks that can cause potential conflicts between vehicles and pedestrians as well as noise and emissions that creates incompatibility for outdoor dining. Permissions should be revisited to restrict future development or expansion of these non-compatible uses while allowing existing uses to continue operating.



EXCERPT OF RECOMMENDED LAND USE TABLE

LAND USE	PERMIT REQUIREMENTS	
	EXISTING	PROPOSED
Offices - Business, Medical, Dental	Permitted	Permitted
Retail Sales	Permitted	Permitted
Automobile Uses - Rental, Washing, Repair, Drive Thru	Permitted/Minor Use Permit	Not Permitted*
Animal Services - Veterinary Services	Conditional Use Permit	Minor Use Permit
Animal Services - Animal Boarding/Kennels	Conditional Use Permit	Not Permitted
Service-Oriented Businesses		
Personal Services (Nail Salons, Barber/Beauty Shop)	Permitted/Minor Use Permit	Permitted/Minor Use Permit
Fitness Facility (under 2,000 SF)	Permitted	Permitted
Alcohol Sales		
Wine Tasting Room (Accessory to Retail)	Not Allowed	Minor Use Permit
Eating and Drink Establishments		
Bars, Lounges, and Nightclubs	Conditional Use Permit	Conditional Use Permit
Restaurant (No Late Hours)	Permitted/Minor Use Permit	Director Level Review
Fast Casual Restaurant (No Drive-Thru, No Alcohol)	Permitted/Minor Use Permit	Director Level Review
Restaurant (with Late Hours, Live Entertainment, or Dancing)	Conditional Use Permit	Minor Use Permit
Outdoor Dining	Use Permit Amendment/Administrative Permit	Director Level Review
Residential Uses (Second or Third Floor)	Not Allowed	Permitted
*Existing uses can remain (e.g. tire shop), but new businesses would be prohibited.		

GOAL #2: Increase Parking Availability and Accessibility Along the Corridor, and Enhance Corridor Navigability

STRATEGY: Improve parking supply and provide greater access and wayfinding to parking along the corridor.

RECOMMENDED ACTIONS

1

Action 1: Select technologies and wayfinding signage to increase access to both private and public parking facilities including CdM State Beach parking.

Address challenges associated with visitors finding parking along the corridor by leveraging smart parking systems that provide real time information on available spaces. These systems can be accessed through mobile apps or digital signage at key locations along the corridor to guide visitors to open parking spots and reduce congestion. In addition, wayfinding signage for existing off corridor beach parking facilities can encourage the use of these lots while alleviating parking demand on the corridor.

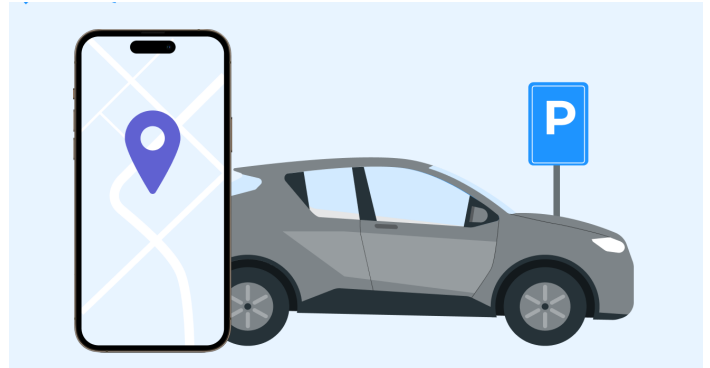
2

Action 2: Lease private parking lots to increase public parking supply.

Unlock existing underutilized private parking lots along the corridor to increase public parking supply. Underutilized lots may include those that are not used during evenings or weekends, such as offices or banks. Candidate private lots can be identified based on location, capacity, and willingness from the property owner. The City can then explore partnership agreements with property owners, such as lease terms (hours, rates, liability, signage, maintenance) and payment. Once established, lots can be added to smart parking systems and can include wayfinding signage to indicate public parking hours/rules.



Action 1: Wayfinding signage with real-time parking availability



Action 1: Smart parking systems can include a mobile app with digital displays



Action 1: Beach parking signage



Action 2: Private parking lots can increase parking supply

GOAL #2: Increase Parking Availability and Accessibility Along the Corridor, and Enhance Corridor Navigability

STRATEGY: Improve parking supply and provide greater access and wayfinding to parking along the corridor.

RECOMMENDED ACTIONS

3

Action 3: Expand existing Citywide local trolley/local circulator to provide access year-round with new stops along Coast Highway to serve the CdM corridor.

Provide an alternate mode of travel within CdM that connects CdM to other villages and key destinations within Newport Beach to reduce demand on parking facilities. Stop locations, route, frequency, and schedule should be identified. In addition, real time tracking through mobile apps or digital displays to encourage ridership can be explored.

4

Action 4: Institute an employee shuttle and/or employee parking program to ensure that preferred parking along the corridor is reserved for visitors and residents.

Manage parking availability along the corridor to prioritize spots for visitors and support corridor employees through an established employee shuttle and/or parking program. A designated parking lot can be identified on or off the corridor that can be accessed via an employee shuttle. In addition, an employee parking program can establish parking permits to require employees to park in certain areas, such as employee-only lots.



Action 3: Citywide local trolley with new stops along Coast Highway to serve CdM



Action 4: Employee shuttle and parking program

GOAL #2: Increase Parking Availability and Accessibility Along the Corridor, and Enhance Corridor Navigability

STRATEGY: Improve parking supply and provide greater access and wayfinding to parking along the corridor.

RECOMMENDED ACTIONS

5

Action 5: Implement a valet parking program for private or public property.

Increase parking availability along the corridor through a managed valet parking program to reduce parking challenges for businesses and visitors, increasing convenience and overall experience. Potential strategic on-street and off-street valet staging locations can be identified with private property and business owners. On-street locations could include limited areas on adjacent streets to Coast Highway. Off-street valet staging and storage locations could include public parking facilities and private surface parking lots fronting Coast Highway and in CdM. As a next step, further explore implementation of the valet parking program, including stakeholder outreach, potential operators, and regulations.



Action 5: On-street valet staging for valet parking program



Action 5: Off-street valet staging for valet parking program

GOAL #3: Ensure Safe, Accessible, and Efficient Mobility for All Users — Regardless of Mode — Along the Corridor

STRATEGY: Facilitate safer connections and travel options for all modes along Pacific Coast Highway and to/from the corridor.

RECOMMENDED ACTIONS

1

Action 1: Implement intersection improvements, including at MacArthur/Coast Highway and Orchid/Coast Highway.

Pedestrian safety at the intersection of MacArthur Boulevard and Coast Highway can be improved by tightening the corner radii to/from MacArthur to slow vehicle turning speeds and adding a Leading Pedestrian Interval to give pedestrians additional time to cross safely. At Orchid Avenue and Coast Highway, explore improvements such as a high-visibility crosswalk, an advance stop bar - a pavement marking set several feet before the crosswalk to improve pedestrian visibility - and bulbouts to shorten crossing distances and enhance safety.

2

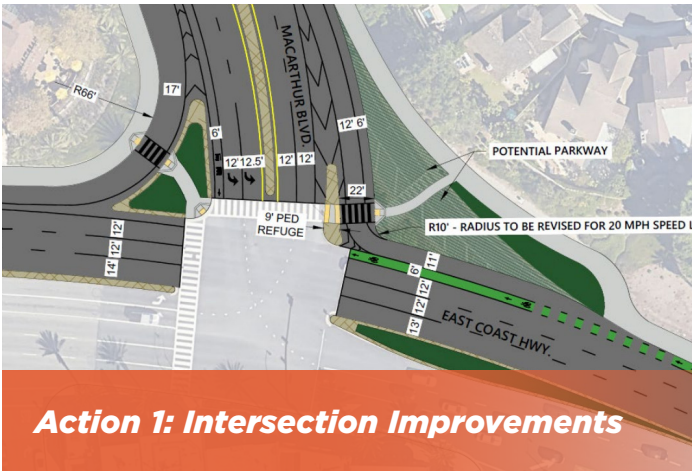
Action 2: Install infrastructure that supports pedestrian activity and safety along the corridor including bulbouts and additional markings for crosswalks.

To support pedestrian activity and enhance safety along the corridor, existing crosswalks can be upgraded to include high-visibility markings. Additional improvements, such as the installation of new high-visibility or thematic crosswalks that reflect the CdM brand, as well as advance stop bars and bulb outs at strategic locations, can be explored to increase pedestrian visibility.

3

Action 3: Add bike infrastructure on/near Fifth Avenue to redirect cyclists and E-bikes from sidewalks and Coast Highway to a safer, more convenient route along Fifth Avenue.

Further study opportunities for adding bicycle facilities and improvements along Fifth Avenue or other lower volume streets connecting to Coast Highway, such as bike boulevards that are low stress routes for cyclists and signage to support non-vehicular trips to the corridor.



GOAL #4: Develop a Clear Identity for the Corridor and Create a Sense of Place

STRATEGY: Promote an active and well managed sidewalk environment; consider facilitating opportunities for wider sidewalks; encourage visitors and residents to come to the corridor; encourage reuse of historical features and signage.

RECOMMENDED ACTIONS

1

Action 1: Map locations within the corridor that can accommodate outdoor dining on public property and identify areas that can accommodate sidewalk extensions for outdoor dining, parklets, or other similar uses through a future Public Works initiative.

Consider documenting existing sidewalk widths and Americans with Disabilities (ADA) requirements to ensure a minimum clearance of 4 feet for pedestrians to support compliance with the Citywide Sidewalk Cafe Development Standards. Locations that can accommodate outdoor sidewalk dining adjacent to buildings must meet the minimum clearance requirements and have sufficient space for dining areas.

Identify locations along the corridor where additional street right-of-way is available while accounting for the potential loss of street parking to accommodate sidewalk extensions. Sidewalk extensions can help to reduce vehicular speeds while increasing pedestrian safety and providing amenities.

2

Action 2: Establish a wayfinding and signage program for the public realm.

Identify pedestrian-oriented directional signage that is uniquely designed to highlight nearby destinations. Signage can be either be static or digital with opportunities for dynamic updates. Potential signage elements could include CdM gateway signage, wayfinding pylons or kiosks, and branded light pole banners that are consistent with the corridor's existing brand and identity, as well as City signage standards. Signage should be placed in locations to support pedestrian activity and other public realm improvements.



Action 1: Outdoor dining adjacent to sidewalk



Action 1: Sidewalk extensions can serve as traffic calming measures



Action 1: Sidewalk extensions can create space for outdoor dining and landscaping



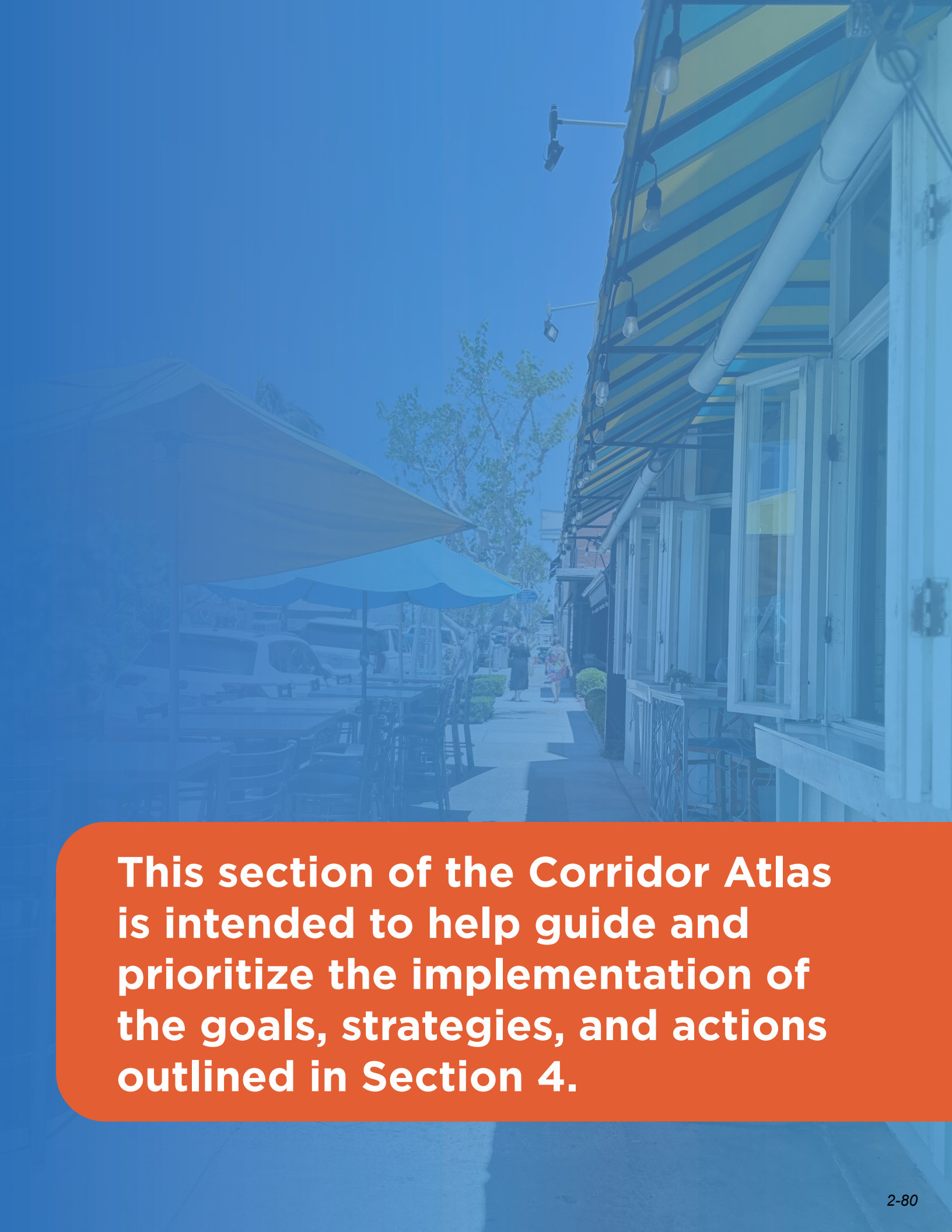
Action 2: Wayfinding pylon to highlight nearby key destinations



Action 2: Branded light pole banners to enhance corridor identity

5

HOW TO USE THIS ATLAS



This section of the Corridor Atlas is intended to help guide and prioritize the implementation of the goals, strategies, and actions outlined in Section 4.

PURPOSE AND INTENT OF THE CORRIDOR ATLAS

The goals, strategies, and actions included in Section 4 of this Corridor Atlas will be implemented over time through the adoption of updated zoning regulations for CdM as part of this Study, public sector improvements and programs funded through the City, and private sector investment in the corridor. Implementation will also be guided by funding availability. As such, potential funding sources are outlined in this section to assist the City with implementation.

As corridor enhancements will be implemented over time, this Corridor Atlas is intended to document the overall vision for the future of CdM which can be referenced by the community, local CdM organizations, businesses, and the City to guide improvements and programming.

5.1 PARTNERSHIPS

Successful implementation of the Corridor Atlas relies on strong partnerships, as the responsibility for carrying out its actions extends across multiple entities. Collaboration ensures that resources and expertise are aligned to move initiatives and projects forward effectively. Within the City of Newport Beach, the City's Planning Division and Public Works Department will serve as lead partners – guiding land use and zoning changes to encourage development and investment and advancing infrastructure improvements to the public realm and right-of-way along Coast Highway.

Beyond City departments, business and property owners along the corridor will play a direct role in shaping activity and vibrancy through private redevelopment and investment. Non-profit organizations, like the existing Chamber of Commerce provide important connections to the business community and can support corridor identity through events and programming. By working together, these partners form the foundation for coordinated and impactful implementation.

IMPLEMENTATION PARTNERS

- **City Departments:** Community Development, Planning Division, Community Development, Code Enforcement, Public Works Department, Recreation & Senior Services Department
- **Private Sector:** Business Owners, Property Owners
- **Non-Profit Sector:** Chamber of Commerce

5.2 FUNDING

Funding to support the implementation of the goals, strategies, and actions included in this Corridor Atlas can come from existing citywide methods, outside grants, and private investment. A high-level overview of potential funding mechanisms is summarized below and on the following pages.

GENERAL FUND

Primary fund of the City that is used to account for all general revenues of the City not specifically levied or collected for other City funds and for expenditures related to the rendering of general services by the City. The adopted budget is



intended to be a reflection of City policies, goals and priorities. It communicates to citizens and staff what program allocation decisions have been approved by the City Council. Neighborhood Enhancement Fund is funded via surplus General Funds and can be used for projects that enhance neighborhood aesthetics and functionality.

CAPITAL IMPROVEMENT PROGRAM

The City of Newport Beach Capital Improvement Program (CIP) serves as a plan for public improvements, special projects, on-going maintenance programs, and the implementation of the City's Master Plans. Projects and programs in the CIP include improvements and major maintenance on arterial highways, local streets, and alleys; storm drain and water quality improvements; harbor, pier, and beach improvements; park and facility improvements; water and wastewater system improvements; transportation safety, reliability, and traffic signal improvements; and planning programs and studies.

The City appropriates annual capital funds by department and project category through the CIP. Projects are programmed by long-range master plans and as directed by City Council priorities and community input. Projects are programmed as short-, medium-, or long-term. The CIP budget is submitted annually to the City Council as a separate budget document in order to provide more detailed descriptions of CIP projects scheduled to take place over the course of the 5-year lifetime of the document.

OTHER FUNDING OPPORTUNITIES

- **Grants:** The City can also apply for grant funding through regional, state, and federal sources, such as Caltrans Active Transportation Program (ATP) funding which is intended to encourage increased use of active modes of transportation, such as biking and walking.
- **County Measures:** The Orange County Transit Authority (OCTA) is responsible for programming local, federal, and state-sourced funds towards projects that will improve transportation in Orange County, including Measure M, which is a half-cent sales tax for transportation.
- **Benefit Districts:** Benefit districts collect revenue within a designated geographical area to pay for district-based public improvements and services. A parking benefit district, for example, would collect funds from parking meters or fees to be used to pay for projects such as street repairs, public art, green spaces, and transit improvements.



GOALS AND ACTIONS SUMMARY TABLE

GOALS	ACTION
GOAL #1 Promote a Pedestrian Friendly and Vibrant Corridor that Supports High Quality Development and Investment	Action 1: Adjust zoning requirements to promote preferred land uses, including outdoor dining on private property.
	Action 2: Create tailored development standards unique to CdM that modify parking requirements for preferred land uses and incentivize lot consolidation.
	Action 3: Establish objective design standards for new development or significant remodels to enhance the pedestrian experience.
	Action 4: Prohibit future development of land uses that are not compatible with an active, pedestrian-oriented corridor while allowing existing businesses to continue operating.
GOAL #2 Increase Parking Availability and Accessibility Along the Corridor, and Enhance Corridor Navigability	Action 1: Select technologies and wayfinding signage to increase access to both private and public parking facilities including Cdm State Beach parking.
	Action 2: Lease private parking lots to increase public parking supply.
	Action 3: Expand existing local trolley/local circulator to provide access year-round with new stops along Coast Highway to serve the CdM corridor.

GOALS AND ACTIONS SUMMARY TABLE

GOAL	ACTION
GOAL #2 Increase Parking Availability and Accessibility Along the Corridor, and Enhance Corridor Navigability	Action 4: Institute an employee shuttle and/or employee parking program to ensure that preferred parking along the corridor is reserved for visitors and residents.
	Action 5: Implement a valet program for private or public property.
GOAL #3 Ensure Safe, Accessible, and Efficient Mobility for All Users — Regardless of Mode — Along the Corridor	Action 1: Implement intersection improvements, including at MacArthur/Coast Highway and Orchid/Coast Highway.
	Action 2: Install infrastructure that supports pedestrian activity and safety along the corridor, including bulbouts and additional markings for crosswalks.
	Action 3: Add bike infrastructure on/near Fifth Avenue to redirect cyclists and E-bikes from sidewalks and Coast Highway to a safer, more convenient route along Fifth Avenue.
GOAL #4 Develop a Clear Identity for the Corridor and Create a Sense of Place	Action 1: Map locations within the corridor that can accommodate outdoor dining on public property and identify areas that can accommodate sidewalk extensions for outdoor dining, parklets, or other similar uses through a future Public Works initiative.
	Action 2: Establish a wayfinding and signage program for the public realm.

